

**PHILIP MORRIS USA****INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, NY 10017-5E

**TO:** Caroline Petty**DATE:** May 2, 1995**FROM:** José de Castro**SUBJECT:** Creative Brief- 1995 Party Zone Rapid Response Mailing**OVERVIEW**

During the Summer of 1995, Parliament will again host the Party Zone Resort Program in beach locations in the Northeast. Consumers attending the event will have the opportunity to fill out a smoker survey to become eligible for samples and prizes. Last year, a rapid response mailing was sent to attendees of the Party Zone. Within 7-10 days, consumers received a Thank You letter, smoker survey and a Buy-One-Get-One-Free Coupon valid for any style of Parliament Lights.

We would like to continue the Rapid Response portion of the Party Zone Program. Last year, coupon redemptions for people receiving the Rapid Response Mailing was 4.1% in comparison to 2.7% for people who only received the mailing at the end of the program.

**OBJECTIVES**

- To communicate with attendees who filled out a smoker survey at the Party Zone Event within 7-10 days.
- Induce trial via a \$1 OFF a pack coupon.
- Obtain more detailed information via the smoker survey complementing the basic information obtained during the event.

**STRATEGY**

- Develop and execute a rapid response program which will communicate to Party Zone attendees within 7-10 days. We will again hold out a representative number of mailings to be mailed at end of program for comparison and also to conduct research on attendees to the event.

**CONSUMER OFFER**

- \$ 1 off a pack coupon of Parliament Lights.

**MAILING ELEMENTS**

- \$1.00 off a pack coupon
- Thank You note
- Smoker Survey

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### CREATIVE GUIDELINES

- All creative should be themed around the "Parliament Party Zone" or resort beach theme and should utilize the existing Party Zone logo. It should be fun, young, and contemporary.

### KEY COMMUNICATION GOALS

The communication should be fun, young and contemporary themed around the Party Zone experience.

- **Primary Communication:** Thank You for attending the Party Zone Event
- **Secondary Communication:** \$1.00 off a pack coupon and opportunity for future offers.

### TIMETABLE

We will discuss timing on this project since the first mailing needs to go out no later than 6/5.

### BUDGET

- **\$75.000** to include creative, printing, postage and production cost.
- Budgeted seperately are costs to cover coupon redemptions and survey keying.

If you have any questions, please call me at (212) 880-4057. Thanks.

cc: P. Sturchio (GMR)  
S. LeVan  
S. Rafferty  
E. Moore  
M. Cohen-Medina  
C. Person

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